

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Labour, Employment, Training and Factories Department – Employment & Training – RAJIV UDYOGASRI Society – Yuvakiranalu program taken-up as a new initiative – Constitution of Committee for implementation of Scheme – Orders – Issued.

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LABOUR EMPLOYMENT TRAINING AND FACTORIES (EMP) DEPARTMENT

G.O.Rt.No.1193,

Dated: 23.07.2011.

Read:-

From the Commissioner of Employment and Training, Andhra Pradesh, Hyderabad, D.O.Lr.No.RUS/949/11, dated: 7.7.2011

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ORDER:-

The State Employment Mission envisaged “Yuvakiranalu” a new initiative to strengthening the existing programmes and aims to create 15 lakh jobs to the unemployed youth by 2014.

2. The Commissioner of Employment and Training, Andhra Pradesh, Hyderabad in his letter read above has reported that to step-up a pre-launch publicity campaign about the programme meant for galvanizing the educated unemployed youth in the State by equipping them with skills required under Skill Development Initiative envisaged by Govt. of India under the name and style “YUVAKIRANALU”. The Commissioner of Employment and Training has submitted a draft proposal indicating the IEC components under which media & publicity material has been taken into consideration. Pending consideration of the same and release of budget further, it is decided to meet the required expenditure from the available funds of Rajiv Udyogasri Society subject to re-imbursement of the same from the Government. The cost estimates / unit cost indicated by the Commissioner of Employment and Training, Andhra Pradesh, Hyderabad are to be restricted as per the norms laid down by the Information & Public Relations Department for the purpose and are tentative.

3. The Commissioner of Employment and Training, Andhra Pradesh, Hyderabad has requested to constitute a Committee with the following officers to empanel the agencies and prepare the concepts based on the requirement as per the norms laid down by the Information & Public Relations Department to aid and support the activities to be taken up by the Department:-

1. Commissioner, Employment and Training - Chairman
2. Commissioner of Information & Public Relations nominee - Member
3. Commissioner of Technical Education - Member
4. Commissioner of Youth Services nominee - Member
5. Commissioner of Rural Development Dept.- Member  
nominee

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4. The Government after carefully examination hereby constitute the Committee with the following Officers to aid and support the Employment & Training Department to step-up pre-launch Publicity Campaign for "Yuvakiranalu" programme to galvanize unemployed educated youth in the State:-

1. Commissioner, Employment and Training - Convener
2. Commissioner of Information & Public Relations nominee - Member
3. Commissioner of Technical Education - Member  
nominee
4. Commissioner of Youth Services nominee - Member
5. Commissioner of Rural Development Dept.- Member  
nominee

5. The Committee constituted above shall immediately finalize the publicity material to be displayed in the premises of all High Schools / Junior and Degree Colleges / Universities / Collectorates, Employment Exchanges, Mandal Officers, G.Ps in the State. Radio jingles, spot TV advertisements as indicated in the annexure in the first instance and publicity stepped up well before the launch of the programme to bring in adequate awareness about the programme to be taken up for the benefit of youth in the State.

6. The Commissioner of Employment and Training, Andhra Pradesh, Hyderabad shall act accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

D.SREENIVASULU,  
SECRETARY TO GOVERNMENT

To

The Commissioner of Employment and Training, Andhra Pradesh, Hyderabad.  
All the Committee Members (thro' Commissioner of Employment and Training,  
Andhra Pradesh, Hyderabad)

Copy to:

The Commissioner of Labour, Andhra Pradesh, Hyderabad for information.  
The Director of Insurance Medical Services, A.P., Hyderabad for information.  
The Director of Factories, Andhra Pradesh, Hyderabad for information.  
Additional Secretary to C.M.  
OSD to M(LETF&ITIs)  
P.S. to Secretary (LET&F)  
P.A. to Joint Secretary (LET&F)

// FORWARDED :: BY ORDER //

SECTION OFFICER

Annexure to G.O.Rt.No.1193, LET&F (Emp.) Department, dated: 23.07.2011.

Publicity / IEC	
State Level	
1	Bio-data forms / intimation letters to the candidates
2	Scrolling on Electronic Media (TV) (10 sec-Rs.3500/- x 10 times per day, 5 channels, 12 months for 10 days.)
3	Audio spots (FM Radio) (30 Sec-Rs.1000/- x 10 times per day, 12 months for 10 days)
4	Paper Ads (Rs.1.00 lakh per paper (2 papers (English & Telugu) per month) 200000 ----- 12 months
5	Workshops & Events (One programme per month – Rs.1.00 lakh) (12 months)
6	Bulk SMSes to target groups (Rs.8 paise per sms*20 lakh unemployed youth)
Districts (23)	
1	Paper Posters (per poster Rs.100/-) (Per mandal 100 (20*5) *1200 mandals)
2	Display of message on Government Buses and Auto Rikshas (unit cost for Rs.4500/-) (1200*10 buses)
3	APSRTC Buses seat back panels (3000*6 months) (3000 material charges per bus) (1200*10)
4	Permanent sign hoardings (Rs.4000/- per mandal 5 hoarding)
5	Permanent Pillar Boards (Rs.2500/- unit cost (1200*5 boards))
6	Wall painting (5x4) (Rs.100/- x 1200x10)
7	Screening of slides in Theatre (Rs.350/- unit cost, 10 times x 12 months - 1200 theatres)
8	Pamphlets (1200 x 10000 pamphlets x Rs.2/-)
9	Workshops & Events (2 workshops in the District – Rs.50000/- per workshop x 23 Districts)
10	Publicity hire vehicle (jeep) Audio visual systems with a publicity persons-30 days (Rs.2500/- per village * 20 villages per Mandal)
11	Flexies / Banner (5 per Mandal * 2500)

D.SREENIVASULU,  
SECRETARY TO GOVERNMENT

// FORWARDED :: BY ORDER //

SECTION OFFICER